

UNIT 5 PUBLIC RELATIONS TACTICS CONTENTS 1.0 Introduction 2.0 Objectives 3.0 Main Content 3.1 Meaning of Tactics 3.2 Controlled Tactics 3.3 Uncontrolled Tactics 3.4 Major Tools for PR Tactics 4.0 Conclusion 5.0 Summary 6.0 Tutor-Marked Assignment 1.0 INTRODUCTION Every plan must be put into action before it can yield result. We may however try to delineate major tools for public relations tactics according to areas of interest in the table below:

| Areas of Specialisation | Major Tactics |
|----------------------------|--|
| Financial Public Relations | Annual/quarterly reports, fact books(or factsheets), press releases, newsletters, telecommunication devices (old & news communication technologies, meetings with and presentations before the financial publics (Reddi, 2009: 171) Press (Media) Relations Press releases, press conferences, press tours, feature articles, letters to the editors, rejoinder, press interview, press photographs, newsletter, media advisories, curtain raiser, facts sheets, press kit, pitch letters(short letter to the editors about news items) electronic news services, corporate press advertising, advertorials, press inquires, press reception, press open day, press clippings services (Reddi, 2009: 325) Community Relations Press releases, press conferences, press tours, feature articles, factsheets, advertorials/supplements, meetings with host communities, public lectures, event sponsorships, physical development of host communities, organisation of fund raising, social visits, employment creation, patronising local suppliers, etc. |

3.0 MAIN CONTENT 3.1 Meaning of Tactics Public relations as a profession have been severally defined as deliberate use of communication to achieve convivial relationship between an organisation and its publics. Government Relations Printing brochures, features articles, letters to the editor, sponsorship of definition for or against a cause; lobbying, telephone calls, courtesy calls/ visits, text messages/ e-mail; government event sponsorship, etc. By implication, strategy is the overriding plan that allows a public relations practitioner to help ensure that organisational goals and objectives are achieved (Hudson, 2004: 198). Employee Relations Meetings, memos, requisitions, newsletters, end of year party, staff retreat etc.

2.0 OBJECTIVES At the end of this unit, you should be able to:

- o define tactics in public relations context
- o list the types of public relations tactics.

While those action plans sum up to what is now known as strategy, the actual coordinated activities for the realisation of the plans are the tactics. On the one hand, tactics is the actual steps, or actions taken to achieve those organisational goals and objectives. A particular tactics used for achieving financial public relations objectives may be also used to achieve community or media relations objectives.

6.0 TUTOR-MARKED ASSIGNMENT Discuss two categories of public relations tactics known to you. So, the major public relations tactics are not far from the public relations tools for achieving specific public relations objectives. Practitioners should as a matter of necessity show greater commitment to the execution of public relations plans. This is where understanding of public relations tactics comes into plan.

5.0 SUMMARY This unit exposed students to different dimensions of public relations tactics. Thus, the meaning, types and major domain of public relations tactics were discussed.

SELF-ASSESSMENT EXERCISE Distinguish between public relations strategy and the tactics. Strategic plans will therefore amount to nothing if such plans are not religiously executed. This is why we cannot discuss public relations strategy without devoting a unit to talk about public relations tactics. In doing this, practitioners usually map out action plans to achieve set goals. (Nwodu, 2009).